

Junjun Tacalinar: The Marketing guy of DVF

An aggie biz student and DVF Marketing head, Junjun Tacalinar found his love in marketing in the dairy industry. Taking the lead in DVF's marketing, Junjun oversees the expansion of market outlets for supermarkets, hotels and restaurants. And this year, with the high volume of carabao's milk he will also look into the possibility of opening markets in Visayas and Mindanao.

With the current situation of the dairy industry in the country, he believes that the government should not compete with the private sector, but instead they should complement each other by assisting the needs of the farmers. Case in point is the price. Imported milk is cheaper than the local produce. He also stressed that Animal insurance should be pursued to give protection to the farmers. With insurance premiums, farmers will still have something to rely on in cases of mortalities.

Organizationally, cooperatives still has their weaknesses, thus, Junjun states that one solution to this is through implementing programs that will be of help not only to the cooperative but to the public as well like their program for the Overseas Filipino Workers (OFWs) called Dairy Innovative Partner (DIP). Through which an OFW may invest by supporting the coop financially. Wherein the money he will give will be used to buy a carabao that he would own which will be taken care of by the coop until it becomes a milker. Then whatever proceeds will be given back to the OFW partner.

Another option is if the animals calve, the first offspring will be for the owner and the second offspring will be for the farm. To date, they already have 300 partners benefiting from the program.

Despite the low milk volume produced DVF is experiencing, still they were able to stabilize their market in the leading supermarkets in the metro. Base on their statistics, 60% of their milk produce is delivered to supermarkets, while the remaining 40% is being shared by other institutions. Last year, the milk feeding program boosted their sales.

On the other hand, Junjun envisions a milkier future for DVF products. One of his plans is for their products to have a longer shelf life so that its presence in the market would be more palatable. He also visualizes tetra packs and pouches for these products so that it can be served to children in schools.

Cows' milk has been dominating the market ever since, so it would be nice to see carabao's product getting into the mainstream market as well as more children enjoying it. He also wishes that there will be more bull loaned to the farmers. Carabaos are silent heaters and these bulls can service the dams should AI service is amiss.

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A collective group for all farmer groups should also be in place so that they can vent out their issues, discuss problems and solutions and ultimately help one another for the common good.